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[Berthier Ribeiro-Neto](#), [Marco Cristo](#), [Paulo B. Golgher](#), [Edleno Silva de Moura](#)  
 August 2005 **SIGIR '05**: Proceedings of the 28th annual international ACM development in information retrieval

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The current boom of the Web is associated with the revenues originated advertising is dominant, the association of ads with a Web page (during important. In this work, ...

**Keywords:** Bayesian networks, advertising, kNN, web

- 2 [Finding keyword from online broadcasting content for targeted adver](#)  
[Hua Li](#), [Duo Zhang](#), [Jian Hu](#), [Hua-Jun Zeng](#), [Zheng Chen](#)  
 August 2007 **ADKDD '07**: Proceedings of the 1st international workshop o advertising

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**Bibliometrics:** Downloads (6 Weeks): 13, Downloads (12 Months): 123, Downl

Content targeted advertising has been a successful way of delivering ad find keywords from the webpage a user is browsing. However, existing keywords from online ...


**Keywords:** information extraction, keyword extraction, sequential patt

- 3 [Targeted advertising with inventory management](#)  
[David Maxwell Chickering](#), [David Heckerman](#)  
 October 2000 **EC '00**: Proceedings of the 2nd ACM conference on Electronic
- Publisher:** ACM [Request Permissions](#)
- Full text available: Pdf (146.21 KB)
- Additional Information: [full citation](#), [ref](#)
- Bibliometrics:** Downloads (6 Weeks): 1, Downloads (12 Months): 24, Downloa

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June 2009 **ADKDD '09: Proceedings of the Third International Workshop on Advertising**

**Publisher:** ACM  [Request Permissions](#)


Full text available:  [Pdf](#) (310.63 KB)

Additional Information: [full citation](#), [abstract](#)


**Bibliometrics:** Downloads (6 Weeks): 12, Downloads (12 Months): 114, Downloads (All Time): 114

Behavioral Targeting (BT), which aims to deliver the most appropriate advertisement by attracting much attention in online advertising market. A key challenge is efficient ads delivery, ...

**Keywords:** behavioral targeting (BT), probabilistic latent semantic analysis

5 [Psychologically targeted persuasive advertising and product information](#)  
 [Timo Saari, Niklas Ravaja, Jari Laarni, Marko Turpeinen, Kari Kallinen](#)  
March 2004 **I CEC '04: Proceedings of the 6th international conference on**

**Publisher:** ACM

Full text available:  [Pdf](#) (336.91 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 26, Downloads (12 Months): 187, Downloads (All Time): 187

In this paper, we describe a framework for a personalization system to increase user attention related states and promote information processing in viewers by providing relevant information. Psychological ...

**Keywords:** advertising, e-commerce, personalization emotion, persuasive


6 [Using data mining to profile TV viewers](#)  
 [William E. Spangler, Mordechai Gai-Or, Jerrold H. May](#)  
December 2003 **Communications of the ACM**, Volume 46 Issue 12

**Publisher:** ACM  [Request Permissions](#)


Full text available:  [Html](#) (29.31 KB),  [Pdf](#) (109.63 KB) Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 12, Downloads (12 Months): 171, Downloads (All Time): 171

Mining thousands of viewing choices and millions of patterns, advertiser characteristics, tastes, and desires to create and deliver custom targeted advertisements ...

7 [Pervasive symbiotic advertising](#)  
 [C. Narayanaswami, D. Coffman, M. C. Lee, Y. S. Moon, J. H. Han, H. K. Jang, W. Park, D. Srooker](#)  
February 2008 **HotMobile '08: Proceedings of the 9th workshop on Mobile**

**Publisher:** ACM  [Request Permissions](#)

Full text available:  [Pdf](#) (1.85 MB)


Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 16, Downloads (12 Months): 146, Downloads (All Time): 146

The proliferation of powerful mobile devices and the deployment of large-scale advertising campaigns are creating exciting opportunities in personalized and targeted advertising. Advertising research questions ...

**Keywords:** advertising, pervasive computing, privacy, security, symbic

8 [Argo: intelligent advertising by mining a user's interest from his photo](#)

 Xin-Jing Wang, Mo Yu, Lei Zhang, Rui Cai, Wei-Ying Ma

June 2009

**ADKDD '09:** Proceedings of the Third International Workshop on Advertising

**Publisher:** ACM  [Request Permissions](#)

Full text available:  Pdf (1.73 MB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 20, Downloads (12 Months): 105, Downloads (24 Months): 105

In this paper, we introduce a system named Argo which provides intelligent photo collections. Based on the intuition that user-generated photos imply user interests, we target ads, ...

**Keywords:** image understanding, photo monetization, user interest mining

9 [An investigation into search engines as a form of targeted advertisement](#)

Mellus Weideman, Timothy Haig-Smith

September 2002

**SAICSIT '02:** Proceedings of the 2002 annual research conference of the South African Institute for Computer Scientists and Information Technologists on Enabling

**Publisher:** South African Institute for Computer Scientists and Information Technologists

Full text available:  Pdf (100.23 KB)


Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 10, Downloads (12 Months): 70, Downloads (24 Months): 70

The process of marketing encompasses three functions: to inform, to persuade, and to remind. This paper signifies a dawn of a new age of marketing; a low cost form of marketing that can be used further be said ...

**Keywords:** interface, internet, search engine, searching

10 [Finding advertising keywords on video scripts](#)

 Jung-Tae Lee, Hyungdong Lee, Hee-Seon Park, Young-In Song, Hae-Chang

July 2009

**SIGIR '09:** Proceedings of the 32nd international ACM SIGIR conference on Information Retrieval

**Publisher:** ACM

Full text available:  Pdf (338.58 KB)


Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 14, Downloads (12 Months): 170, Downloads (24 Months): 170

A key to success to contextual in-video advertising is finding advertising keywords. There has been little literature in the area so far. This paper presents a system that ...


**Keywords:** contextual in-video advertising, keyword extraction

11 [How much can behavioral targeting help online advertising?](#)

 Jun Yan, Ning Liu, Gang Wang, Wen Zhang, Yun Jiang, Zheng Chen


April 2009

**WWW '09:** Proceedings of the 18th international conference on World Wide Web

**Publisher:** ACMFull text available:  Pdf (3.34 MB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 60, Downloads (12 Months): 391, Downloads (24 Months): 100

Behavioral Targeting (BT) is a technique used by online advertisers to increase the effectiveness of their advertising. It is playing an increasingly important role in the online advertising market when looking at the future of the industry.

**Keywords:** behavioral targeting (bt), click-through rate (ctr), online advertising**12** [Learning to advertise](#)

 Anisio Lacerda, Marco Cristo, Marcos André Gonçalves, Weiguo Fan, Nivio Ziviani  
August 2006 **SIGIR '06: Proceedings of the 29th annual international ACM SIGIR conference on Research and development in information retrieval**

**Publisher:** ACM Full text available:  Pdf (377.53 KB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 26, Downloads (12 Months): 217, Downloads (24 Months): 100

Content-targeted advertising, the task of automatically associating advertisements with user interests, is becoming a central part of the online advertising monetization strategy nowadays. Further, it introduces new challenging questions. For instance, how can we design algorithms that are able to handle the complexity of the problem?


**Keywords:** genetic programming, web advertising**13** [Fighting online click-fraud using bluff ads](#)

 Hamed Haddadi  
April 2010 **SIGCOMM Computer Communication Review**, Volume 40 Issue 1

**Publisher:** ACMFull text available:  Pdf (227.36 KB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 31, Downloads (12 Months): 39, Downloads (24 Months): 100

Online advertising is currently the richest source of revenue for many Internet businesses, specialized websites and modern profiling techniques have allowed ad brokers from all over the world to target their advertising.

**Keywords:** advertising, click-fraud**14** [Shaping how advertisers see me: user views on implicit and explicit information](#)

 Dagmar Kern, Michael Harding, Oliver Storz, Nigel Davis, Albrecht Schmidt  
April 2008 **CHI '08: CHI '08 extended abstracts on Human factors in computing systems**

**Publisher:** ACM Full text available:  Pdf (503.90 KB)Additional Information: [full citation](#), [abstract](#)**Bibliometrics:** Downloads (6 Weeks): 19, Downloads (12 Months): 122, Downloads (24 Months): 100

Public electronic displays are increasingly used for advertising. In a drive to increase the effectiveness of their advertising, advertisers and researchers are exploring the creation of systems that can adapt to the user's context and display or hide information accordingly.

**Keywords:** advertising, privacy, public displays, user profiles

**15** [Scalable ranked publish/subscribe](#)

Ashwin Machanavajjhala, Erik Vee, Minos Garofalakis, Jayavel Shanmugasu  
August 2008 **Proceedings of the VLDB Endowment**, Volume 1 Issue 1

**Publisher:** VLDB Endowment

Full text available:  Pdf (577.85 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 8, Downloads (12 Months): 60, Downloads

Publish/subscribe (pub/sub) systems are designed to efficiently match interest  
of subscriptions (e.g., trader profiles specifying quotes of interest). How  
simple binary ...

**16** [A Design of Client Side Information Management Method for Web Site](#)

Hajime Hotta, Takashi Nozawa, Masafumi Hagiwara

November 2007 **WI-IATW '07: Proceedings of the 2007 IEEE/WIC/ACM International  
Intelligent Agent Technology - Workshops**

**Publisher:** IEEE Computer Society

Full text available:  Pdf (384.88 KB)


Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 3, Downloads (12 Months): 3, Downloads

In this paper, we propose a client side information management method  
personalization is one of the most challenging topics of the web technology  
(landing page optimization). ...

**Keywords:** MasuupperpersonalizationHTTP Cookie

**17** [Stopping spyware at the gate: a user study of privacy, notice and sp](#)

 Nathaniel Good, Rachna Dhamija, Jens Grossklags, David Thaw, Steven Ar  
July 2005 **SOUPS '05: Proceedings of the 2005 symposium on Usable p**

**Publisher:** ACM

Full text available:  Pdf (395.23 KB)


Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 14, Downloads (12 Months): 126, Downl

Spyware is a significant problem for most computer users. The term "sp  
computer software. This type of software may track user activities online  
engage in other types ...

**Keywords:** EULA, ToS, end user license agreement, notice, privacy, se

**18** [On-line discovery of hot motion paths](#)

 Dimitris Sacharidis, Kostas Patroumpas, Manolis Terrovitis, Verena Kantere  
Sellis

March 2008 **EDBT '08: Proceedings of the 11th international conference on  
database technology**

**Publisher:** ACM


Full text available:  Pdf (778.14 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 7, Downloads (12 Months): 73, Downloa

We consider an environment of numerous moving objects, equipped with communicating with a central coordinator. In this setting, we investigate i.e., routes frequently ...

## 19 [Multi-scale characterization of social network dynamics in the blogosphere](#)

 Munmun De Choudhury, Hari Sundaram, Ajita John, Dorée Duncan Seligmann  
October 2008 **CIKM '08**: Proceeding of the 17th ACM conference on Inform

**Publisher:** ACM  [Request Permissions](#)

Full text available:  Pdf (338.06 KB)


Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 7, Downloads (12 Months): 92, Downloads

We have developed a computational framework to characterize social network group and community levels. Such characterization could be used by companies to track the ...

**Keywords:** blogosphere, community, multi-scale characterization, social

## 20 [Can blog communication dynamics be correlated with stock market movements](#)

 Munmun De Choudhury, Hari Sundaram, Ajita John, Dorée Duncan Seligmann  
June 2008 **HT '08**: Proceedings of the nineteenth ACM conference on Hy

**Publisher:** ACM  [Request Permissions](#)

Full text available:  Pdf (456.87 KB)

Additional Information: [full citation](#), [abstract](#)

**Bibliometrics:** Downloads (6 Weeks): 16, Downloads (12 Months): 117, Downloads

In this paper, we develop a simple model to study and analyze communication these dynamics to determine interesting correlations with stock market advertising on the web as well ...

**Keywords:** blogosphere, communication dynamics, information roles, social regression

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